Printed: 10/24/2012 11:04 AM	10/24/2012 8:30 AM
Prin	Last Received: 10/
Traffic Order# 23694	
Status Confirmed	
Mod# 3	
Ver# 7	
7880905	
Rep Order#	EC'd Yes

Showing Buylines: All Lines

1 of

) WASHINGTON) JAMIE ANDRUS 202-872-1155 Salesperson Phone# Salesperson FAX#) NATIONAL MEDIA RESEARCH PLANNING Rep Firm LATERS LANE KANDRIA, VA 22314 Salesperson (10/19/2012 - 10/25/2012 () NAJIOJANE 815 SLATERS LANE ALEXANDRIA, VA 22314 (P1/P2/E 155/426/2604 Agency C/P1/P2/E Hiatus Weeks Flight Dates Agency KSL-TV SALT LAKE CITY

r () NRCC-NATL REPUB CONG
 NRCC IE 2012

† 2604 TRACEY ROBINSON Advertiser Estimate# Product Buyer Phone# Fax#

- CONTRACT COMMENT -

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KAIZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KAIZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Total Spots	¦							
Ħ	8	۲	ਜ	47	П	1	4	Ħ
Rate	\$200.00	\$200.00	\$450.00	\$450.00	\$150.00	\$200.00	\$200.00	\$180.00
Spots/Week	 	7		ਚਾ	ч	н	ঘ	
Dates	10/19-10/19	10/22-10/25	10/19-10/19	10/22-10/25	10/21-10/21	10/19-10/19	10/22-10/25	10/19-10/19
Len	. 30 . 30	30:	:30	: 30	.30	. 30	: 30	:30
Тіте	 6A-7A	6A-7A	7A-8A	7A-8A	8A-9A	9A-10A	9A-10A	10A-11A
Program	KSL 5 NW TDY 2	KSL 5 NW TDY 2 Buyline Comment: 2/DAY M,W,TH 1/DAY TU	TODAY SHW	TODAY SHW Buyline Comment: 1/DAY	MEET PRESS-SUN	TODAY SHW2	TODAY SHW2 Buyline Comment: 1/DAY	RACHAEL RAY
Δ	1 F Rating: 2.8	2 Rating: 2.8	6 Rating: 2.8	7 Rating: 2.8	11 SU Rating: 1.2	12 Fating: 1.4	13 M-TH Rating: 1.4	17 Rating: 1.4

Rep Order# 77 EC'd Yes	7880905 Ver# 7	m	Status Confirmed	Traffic Order# 23694	694 Last J Showing Bu	Prin Last Received: 10/ Showing Buylines: All Lines	Printed: 10/24/20 10/24/20 10/24/2012 8:30 AM ines	10/24/2012 11:04 AM 30 AM	2 of 4
Station KSL-T Advertiser (Product NRC	KSL-TV SALT LAKE CITY () NRCC-NATL REPUB CONG 7674	CONG	Agency () 815 SLA ALEXA.	() NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE 815 SLATERS LANE 815 SLATERS LANE 8100 F 155 MACH SANDING	IA RESEARC 4		Rep Firm Sales Office (Salesperson () WASHINGTON) JAMIE ANDRUS	
Buyer TRA Phone#	TRACEY ROBINSON		Agency C/FL/FL/I Flight Dates Hiatus Weeks	10/19/2012 - 10/25/2012	25/2012		Salesperson Phone# Salesperson FAX#	# 202-872-1155	
In Day	Program			Time	Len	Dates	Spots/Week		Total Spots
	RACHAEL RAY			10A-11A	. 0e ::	10/22-10/25	ব্দ	00.00	
Rating: 1.4	Buyline Comment: 1/	1/DAY							
22 Rating: 1.2	KSL 5 NWS-NOON	b		12P-1P	30	0/19-10/19	ਜ	\$200.00	ਜ
23 M-TH	KSL 5 NWS-NOON	אבי		12P-1P	:30	10/22-10/25	4	\$200.00	゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙゙
	Buyline Comment: 1/DAY	DAY							
27 Rating: 1.6	KATIE COURIC			42-52	: 30	10/19-10/19	н	\$160.00	п
28 M-TH Rating: 1.6	KATIE COURIC Buyline Comment: 1/	c 1/DAY		4P-5P	:30	10/22-10/25	ਰਾ	\$160.00	4
32 F Rating: 2.8	KSL 5 NWS AT	vs		5P-530P	:30	10/19-10/19	r-l	\$400.00	Ħ
33 M-TH Rating: 2.8	KSL 5 NWS AT : Buyline Comment: 1/	r 5 1/DAY		5P-530P	.30	10/22-10/25	ব	\$400.00	Ąi
37 Rating: 3.8	KSL 5 NWS AT (vo		6P-630P	:30	10/19-10/19	н	\$500.00	r÷
38 M-TH Rating: 3.8	KSL 5 NWS AT (Buyline Comment: 1/	T 6 1/DAY		6P-630P	30	10/22-10/25	4	\$500.00	4
42 SA Rating: 2.4	KSL 5 NWS AT	w		GP-630P	:30	10/20-10/20	н	\$225.00	

Rep Order# 7 EC'd Yes	7880905 Ver# 7 Mod# 3	Status Confirmed	Traffic Order# 23694	694 Last Showing Bu	94 Last Received: 10/ Showing Buylines: All Lines	i ted: 24/2012 8:	10/24/2012 11:04 AM 30 AM	e.	of 4
n rtise) ict ate#	KSL-TV SALT LAKE CITY () NRCC-NATL REPUB CONG NRCC IE 2012 2604 TRACEY ROBINSON	Agency () 1 815 SLA ALEXA1 Agency C/P1/P2/E Flight Dates Hiatus Weeks	() NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE ALEXANDRIA, VA 22314 PI/P2/E 155/426/2604 ics 10/19/2012 - 10/25/2012 eeks	IA RESEARC 4 25/2012		Rep Firm Sales Office () Salesperson () Salesperson Phone#) WASHINGTON) JAMIE ANDRUS e# 202-872-1155		
rax# In Day 	Program		Time	Len I en I	Dates 	Spot	Spots/Week Rate	ŀ	Total Spots
43 Rating: 3.0	GAME NIGHT LIVE		630P-7P	.30	10/19-10/19	н	\$400.00	00	н
44 M-TH Rating: 3.0	KSL 5 NWS-6:30 Buyline Comment: 1/DAY		630P-7P	30	10/22-10/25	4.	\$400.00	00	4
48 SA Rating: 0.8	GAME NIGHT LVE		630P-7P	:30	10/20-10/20	П	\$125.00	00	1
49 Rating: 4.6	GRIMM		48-a/	: 30	10/19-10/19	н	\$1,100.00	00.00	ı
50 F Rating: 3.4	DATEINE FR-NBC		9P-10P	:30	10/19-10/19	Ħ	\$1,100.00	00.00	1
51 su Rating: 8.5	NBC SUN-FIBL		615P-930P	:30	10/21-10/21	Ħ	93,500.00	00-00	1
52 su Rating: 6.7	KSL NFL EDITION		930P-10P	:30	10/21-10/21	0	\$800.00	00	0
53 F Rating: 7.3	KSL 5 NWS-10		10P-1035P	:30	10/19-10/19	н	81,80	\$1,800.00	гı
54 M-TH Rating: 7.3	KSL 5 NWS-10 Buyline Comment: 1/DAY		10P-1035P	08:	10/22-10/25	ਚ	\$1,80	\$1,800.00	দ
58 M,W Rating: 3.4	TONITE SHW-NBC Buyline Comment: 1/DAX		1035P-1137P	: 30	10/22-10/24	~	00.055\$	00.	7

4 of 4	Total Spots	α
АМ	WASHINGTON JAMIE ANDRUS 202-872-1155 Week Rate \$475.00	\$400.00
Printed: 10/24/2012 11:04 AM 10/24/2012 8:30 AM ines	Phone# FAX# Spots/	N
Print Last Received: 10/2 Showing Buylines: All Lines	NATIONAL MEDIA RESEARCH PLANNING Rep Firm Sales Office LATERS LANE	10/24-10/25
3694 La Showing	OIA RESEA 14 4 9/25/2012 Len 130	0 8:
Traffic Order# 23694	Agency () NATIONAL MEDIA RESI 815 SLATERS LANE ALEXANDRIA, VA 22314 Agency C/P1/P2/E 155/426/2604 Flight Dates 10/19/2012 - 10/25/2012 Hiatus Weeks Time Len 	11A-12F
Ver# 7 Mod# 3 Status Confirmed	Agency (815: 815: ALE Agency C/P1/F Flight Dates Hiatus Weeks	
Mod# 3	CONG	
Ver# 7	Station KSL-TV SALT LAKE CITY Advertiser () NRCC-NATL REPUB CONG Product NRCC IE 2012 Estimate# 2604 Buyer TRACEY ROBINSON Fax# n Day Program n Day Program sto SU SPORTS BEAT SU Atling: 4.4	srubio s
7880905	SL-TV SALT LAKE CI ()NRCC-NATL: NRCC IE 2012 2604 TRACEY ROBINSON Y Program Y SPORTS SPORTS	ari
Rep Order# 7880905 EC'd Yes	Station KSL- Advertiser (Product NE Estimate# 26 Buyer TR Buyer TR Fax# Ln Day Ln Day Ln Stating: 4.4	61 W-TH Rating: 6.7
RE	Stat Adv Prov Prov Esti Buy Pho Fax Ln Ln Co 60	61 Rat

--REPORT TOTALS--

Report Totals: 65 / \$31,825.00

-SALES MONTHLY TOTALS-

					CABL	KUCW
					\$106,083	
Oct 12: 65 / \$31,825.00	Sales Totals: 65 / \$31,825.00	Station Totals: 65 / \$31,825.00	Lines not sent/rcld/rtrn: 0 / \$0.00	COMPETITIVE-	Market Totals	

%

KTVX

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KSIU

30%

KSL UNKN

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KJZZ KUTV

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Books null
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